



Market Update

MARKET ALERTS:

December 1, 2018

Tomatoes - Product availability remains tight in Mexico and Florida for the next several weeks. Prices are still high and most suppliers are at cap. Growers are doing everything possible to keep all distributors in stock but please be aware there may be occasional outs and averages are in effect. As Ruskin/ Palmetto winds down for the season, Florida's tomato production has migrated southward to the Immokalee/Naples area. Round volumes are expected to remain steady, but relatively light for the next few weeks. Roma volumes continue to be very light as planned acreage has decreased. Grape tomatoes are currently being harvested in the Naples and Labelle area where supply is down from normal volumes due to cooler weather. Mexico's tomato production continues to be very limited, particularly on rounds and romas. Hurricane events during October impacted the central growing regions in Baja, primarily due to virus pressure affecting production. Cool and cloudy weather conditions in the northern regions during November slowed production as well, coupled with their seasonal decline. Central Mexico was impacted by a freeze event during the middle of November, affecting various regions to varying degrees. New crops from the Culiacan region will not start with any significant volume until late December and won't see consistent supply until after the New Year. With all these factors taken into account, it looks like supply will remain tight for the next several weeks. Grape tomatoes are also snug. Although we are seeing more shippers bring product through Nogales, cold and rainy weather is taking its toll on the numbers.

Strawberries - Berries are extremely short and quality is not there. Supplies to cover demands are very, very short. CA, Salinas area is done for the season. Santa Maria got over an inch of rain with more previously in the week which means nobody in the fields until early next week for stripping and hoping to harvest later in the week. The winds blew over and damaged most hoops that over the berries this time of year. They expect when they get back in to shipping they will only have 10-14 days of fruit which is at least 2 weeks short. Market in the high \$30s. MX is very short due to cooler temps with very little crossing the border and sizing is extremely small. Pallet qtys wont be there for 1-2 weeks. FL is about normal with cooler temps, but volume wont start moving for a little over a week and into distribution in 2. Shelf life isn't there yet either. Varieties are radiant for larger berries and sensation and brilliants for medium.

If you have any specific questions or concerns on any commodities not mentioned in this report, please feel free to reach out to dforsythe@nproduce.com and we will be happy to give you those current market conditions. Also look for our full Market Report released on Friday and the Spanish version always released the following Monday. Have a great week!

Keeping You Informed,

Your Dedicated NPC, LLC Staff



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Broccoli - The demand is high for Broccoli this week from distributors and processors. Supplies cannot keep up with the demand, expect prices to stay high for the next 3 to 4 weeks.

Brussel Sprouts - There is a higher demand for Brussel Sprouts due to the Holidays. Supplies will be lower than expected, expect higher prices for the next few weeks.

Cauliflower - With production finishing up in Salinas and with the transition from Salinas to Yuma AZ, markets are much higher this week. There is also an increased demand for Cauliflower from distributors and processors. Expect markets to maintain strong for the next 3 to 4 weeks.

Celery - There is a higher demand for Celery this week, with Salinas finishing up and production moving to Oxnard CA prices have increased. Good quality is reported from multiple growing regions.

Iceberg Lettuce - There is a huge demand for Iceberg Lettuce this week. With production already limited in supplies and customers moving to iceberg due to the situation out there its short across the board. Prices have dramatically increased, expect the current markets to last for 3 or 4 weeks.

Romaine - With Romaine finally cleared for consumption this week from the Yuma and Imperial Valley region production is trying to get back to normal, expect for strong market and limited availability for the next few weeks.

Green Leaf/Red Leaf and Boston/Butter Lettuce- With the current transition and Production not at full speed in the Yuma and Imperial Valley regions product is extremely short, there is a strong demand for Green Leaf, Red Leaf, Butter Lettuce. Clients are using other lettuce items until Romaine is back to full production.

Green Cabbage - There is product from Oxnard and waiting for the New Region to start in Yuma AZ. There is good quality been reported, supplies are lower the next few weeks and prices are higher.

*****Most all leaf items are escalated and in shorter supply as the industry reacts to the romaine outbreak. This includes but is not limited to, green leaf, red leaf, butter, iceberg, spring mix, spinach, & arugula.*****

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Bell Peppers: With Florida's pepper acreage down significantly, availability remains tight. One major grower has bowed out of the deal completely this year and most others have reduced acreage. However, there is some fruit in the state. Farms that are currently harvesting are in crown picks with mostly jumbo fruit coming off. Look for a little more fruit to start showing up in a couple of weeks as a few more growers come online with Winter plantings. In the West, the California desert will wind down over the next 2-3 weeks, leaving supply to Mexico. Unfortunately, significant rain events in West Mexico and the Hermosillo area during October affected most farms to some degree. Many growers have had plant loss due to water and all will have at minimum higher #'s of off grade pepper in the early harvests. Culiacan and Los Mochis typically start in mid-late November, but we are only seeing a few growers out of Culiacan just starting. Los Mochis farms now project a late start around 12/10 as 30-50% of their acreage had to be replanted due to rains. We expect to volume build slowly as farms catch up and work their way through weather-affected plantings.

Iceberg and Other Leafy Greens Spike in Price Post Romaine E. coli Warning

“UNITED STATES - The industry is still reeling from an oddly strident announcement by the CDC—advising retailers and shoppers to immediately discard all romaine lettuce just prior to the Thanksgiving weekend. According to a CNBC report, prices for other types of lettuce and leafy greens have soared. “There has been a ripple effect, throwing other markets up as everyone is trying to supplement romaine’s being off the plate, retail, foodservice, you name it—everyone wants to know what we can do to make up for that,” Vince Ballesteros, President and CEO of River Fresh Farms, told *ANUK*. Demand for iceberg lettuce continues to outpace supply, and other leafy green varieties like green and red leaf lettuce are reportedly following a similar trend.”

COMMODITIES ON THE RADAR:

Melons | Avocados | Sugar Snap Peas

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